

529 College Savings & ABL

1Q 2018 529 Data Highlights

13.5 Million Families Invest \$321 Billion in 529 Plans

March 2018 Quarterly 529 Market Sizing Data

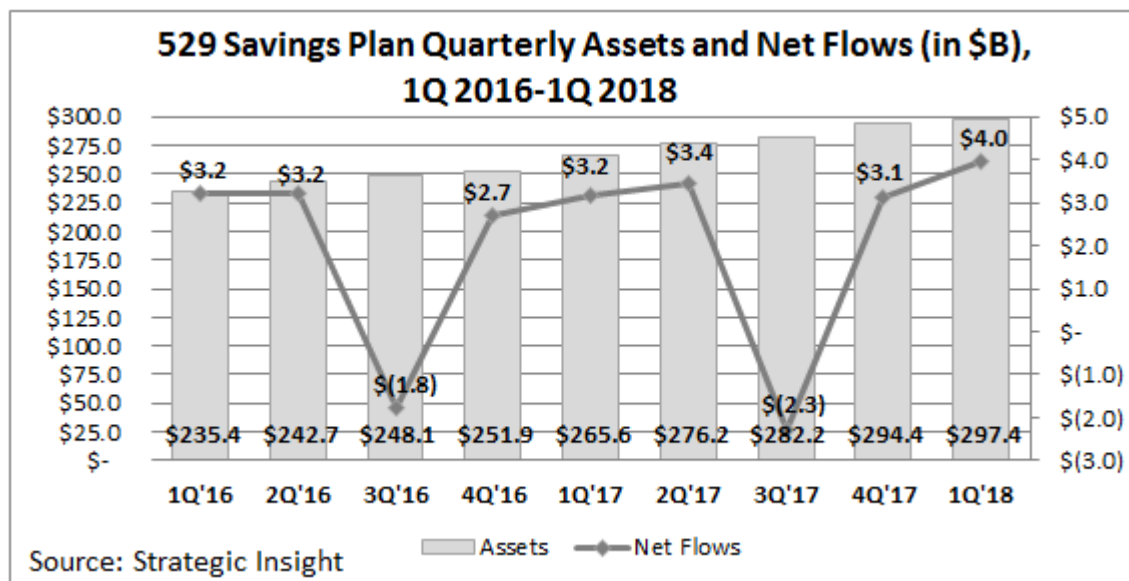
- 13.5 million accounts invested \$321 billion in assets in 529 savings and prepaid plans
 - 12.4 million accounts invested \$297 billion in assets in 529 savings plans
 - 1.1 million accounts invested \$24 billion in assets in 529 prepaid plans
- 20,653 accounts invested \$98.6 million in assets in ABL (529A) accounts

December 2017 Quarterly 529 Market Sizing Data

- 13.4 million accounts invested \$319 billion in assets in 529 savings and prepaid plans
 - 12.3 million accounts invested \$294 billion in assets in 529 savings plans
 - 1.1 million accounts invested \$25 billion in assets in 529 prepaid plans
- 17,314 accounts invested \$72.0 million in assets in ABL (529A) accounts

Net Flows (contributions minus withdrawals):

- Estimated 529 savings plan net inflows were \$4.0 billion in 1Q 2018 compared to net inflows of \$3.2 billion in 1Q 2017, which aligns with steady demand for 529s and more parents successfully using 529s for their intended purpose of qualified higher education expenses (tuition, books and room & board).



From an industry asset level and account perspective, 529 saving plans continue to reach year-over-year highs. Therefore investor interest in 529 college savings plans and saving for education in an efficient manner in terms of tax, financial aid and estate planning continues to rise, and especially as part of year-end tax planning and college financial planning.

1Q 2018 529 Data Highlights

Top 10 529 Savings Plans by 1Q 2018 Assets

Top-10 529 Savings Plans by 1Q 2018 Assets (in \$B)										
Rank	State	Program Name	Primary Distributor	Program Manager (Administrator)	Assets			% Change 1Q 2018	% Change 1 Year (of Est. Total)	Market Share
					1Q 2017	4Q 2017	1Q 2018			
1	VA	CollegeAmerica	American Funds	American Funds	\$55.6	\$61.6	\$62.6	1.6%	12.6%	21.0%
2	NY	New York's College Savings Program - Direct	Vanguard	Ascensus College Savings	\$20.7	\$23.2	\$23.5	1.4%	13.8%	7.9%
3	NV	The Vanguard 529 Savings Plan	Vanguard	Ascensus College Savings	\$14.7	\$17.0	\$17.4	2.4%	18.5%	5.9%
4	NH	UNIQUE College Investing Plan	Fidelity	Fidelity	\$11.3	\$12.4	\$12.5	0.8%	10.6%	4.2%
5	UT	Utah Educational Savings Plan Trust (UESP)	State of Utah	State of Utah	\$10.5	\$12.0	\$12.2	1.6%	17.0%	4.1%
6	ME	NextGen College Investing Program - Advisor	Merrill Lynch	Merrill Lynch	\$8.6	\$9.1	\$9.1	-0.5%	5.5%	3.0%
7	CA	ScholarShare College Savings Plan	TIAA-CREF	TIAA-CREF	\$7.4	\$8.3	\$8.4	0.9%	12.9%	2.8%
8	MA	U.Fund College Investing Plan	Fidelity	Fidelity	\$5.4	\$5.9	\$5.9	0.9%	9.7%	2.0%
9	OH	CollegeAdvantage	Ohio Tuition Trust	Al Ohio Tuition Trust Authority	\$5.1	\$5.8	\$5.8	1.3%	13.6%	2.0%
10	RI	CollegeBound 529	Invesco Distributors	Ascensus College Savings	\$6.2	\$6.0	\$5.8	-2.4%	-5.8%	2.0%
Totals					\$265.6	\$294.4	\$297.4	1.0%	12.0%	

Source: Strategic Insight

Top 5 529 Savings Plan Program Managers by 1Q 2018 Assets

Top-5 529 Savings Plan Program Managers by 1Q 2018 Assets (in \$B)							
Rank	Program Manager (Administrator)	State(s)	Assets			% Change 1Q 2018	% Change 1 Year (of Est. Total)
			1Q 2017	4Q 2017	1Q 2018		
1	Ascensus College Savings	13 States	\$67.0	\$74.7	\$75.5	1.1%	12.7%
2	American Funds	VA	\$55.6	\$61.6	\$62.6	1.6%	12.6%
3	TIAA-CREF	9 States	\$24.3	\$27.1	\$27.3	1.0%	12.6%
4	Fidelity	AZ, DE, MA, NH	\$17.8	\$19.5	\$19.7	0.8%	10.4%
5	T. Rowe Price	AK, MD	\$12.5	\$13.8	\$13.9	0.8%	11.3%
Top 5 Total			\$177.2	\$196.7	\$199.0	1.2%	12.3%
Totals			\$265.6	\$294.4	\$297.4	1.0%	12.0%

Source: Strategic Insight

Strategic Insight

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